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NEW TABLOID AND MAGAZINE SHOW IN N.Y.

NEW YORK (AP) — A new youth magazine named Eye, aimed at the 16 to 20-year-old audience, was launched today by the Hearst Corp.

It followed the appearance yesterday of a new Sunday tabloid, containing only features and comics. The paper, The New York Knickerbocker, had 66 pages, 31 color comic strips and 62 features, including columns by Jim Bishop, Bennet Cerf, Norton Mockridge, Ed Mowery, Jimmy Cannon and Red Barber.

Joseph L. Morse is chairman and publisher and Frank J. Keller, president and business manager. Both are principals in the Standard Reference Works Publishing Co., which publishes Funk & Wagnalls Encyclopedia.

Editor Susan Szekely and Supervising Editor Helen Gurley Brown said the new youth magazine is designed to bridge the communications gap between the "now" generation and its elders. Miss Brown runs Hearst's Cosmopolitan.

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